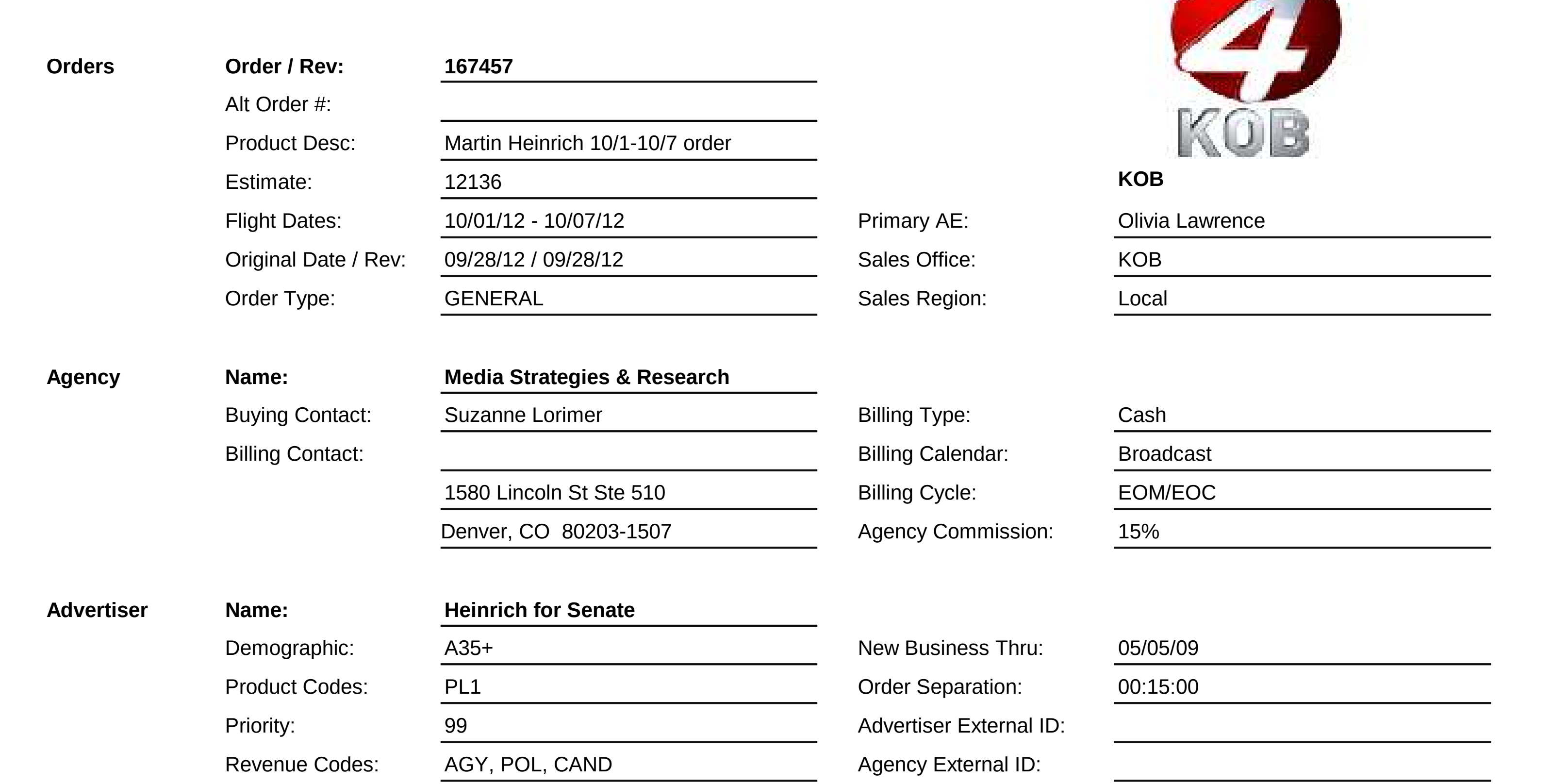
ORDER



KOB

Orders	Order / Rev:	**167457**		
	Alt Order #:			
	Product Desc:	Martin Heinrich 10/1-10/7 order		
	Estimate:	12136		
	Flight Dates:	10/01/12 - 10/07/12	Primary AE:	Olivia Lawrence
	Original Date / Rev:	09/28/12 / 09/28/12	Sales Office:	KOB
	Order Type:	GENERAL	Sales Region:	Local

Agency	Name:	**Media Strategies & Research**		
	Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
		Denver, CO 80203-1507	Agency Commission:	15%

Advertiser	Name:	**Heinrich for Senate**		
	Demographic:	A35+	New Business Thru:	05/05/09
	Product Codes:	PL1	Order Separation:	00:15:00
	Priority:	99	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	92	$23,230.00	$19,745.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	92	$23,230.00	$19,745.50	0.00
Totals	92	$23,230.00	$19,745.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$23,230.00
Market	100%	$89,346.15

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$8,041.15
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$25,910.38
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$32,164.62
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev:	167457	Advertiser:	Heinrich for Senate	
Alt Order #:		Product Desc:	Martin Heinrich 10/1-10/7 order	**KOB**
Flight Dates:	10/01/12 - 10/07/12	Estimate:	12136	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/01/12	10/07/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00
2	All	10/01/12	10/07/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	5	$225.00	4	0.00	NM	5	$1,125.00
3	All	10/01/12	10/07/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	6	$275.00	6	0.00	NM	6	$1,650.00
4	All	10/01/12	10/07/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	8	$350.00	4	0.00	NM	8	$2,800.00
5	All	10/01/12	10/07/12	News 4 Spec Sa 5a (2hr) News 4 Spec Sa 5a (2hr)	CM	Sa 5a-7a	-----S-	:30	1	$50.00	7	0.00	NM	1	$50.00
6	All	10/01/12	10/07/12	Balloon Fiesta Coverage Balloon Fiesta Coverage	CM	Sa/Su 7a-9a	-----SS	:30	2	$150.00	7	0.00	NM	2	$300.00
7	All	10/01/12	10/07/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	M-W----	:30	2	$200.00	3	0.00	NM	2	$400.00
8	All	10/01/12	10/07/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	----F--	:30	1	$125.00	4	0.00	NM	1	$125.00
9	All	10/01/12	10/07/12	Who Wants to Be A Million Who Wants to Be A Million	CM	M-F 1130a-12p	M--T---	:30	2	$75.00	6	0.00	NM	2	$150.00
10	All	10/01/12	10/07/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	-T-T---	:30	2	$125.00	6	0.00	NM	2	$250.00
11	All	10/01/12	10/07/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	M---F--	:30	2	$75.00	6	0.00	NM	2	$150.00
12	All	10/01/12	10/07/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00
13	All	10/01/12	10/07/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MTWTF--	:30	5	$200.00	3	0.00	NM	5	$1,000.00

Weekly detail:

Ln		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
1	Week:	10/01/12	10/07/12	MTWTF--	5	$125.00	0.00
2	Week:	10/01/12	10/07/12	MTWTF--	5	$225.00	0.00
3	Week:	10/01/12	10/07/12	MTWTF--	6	$275.00	0.00
4	Week:	10/01/12	10/07/12	MTWTF--	8	$350.00	0.00
5	Week:	10/01/12	10/07/12	-----S-	1	$50.00	0.00
6	Week:	10/01/12	10/07/12	-----SS	2	$150.00	0.00
7	Week:	10/01/12	10/07/12	M-W----	2	$200.00	0.00
8	Week:	10/01/12	10/07/12	----F--	1	$125.00	0.00
9	Week:	10/01/12	10/07/12	M--T---	2	$75.00	0.00
10	Week:	10/01/12	10/07/12	-T-T---	2	$125.00	0.00
11	Week:	10/01/12	10/07/12	M---F--	2	$75.00	0.00
12	Week:	10/01/12	10/07/12	MTWTF--	5	$125.00	0.00
13	Week:	10/01/12	10/07/12	MTWTF--	5	$200.00	0.00

Order / Rev:	167457	Advertiser:	Heinrich for Senate	
Alt Order #:		Product Desc:	Martin Heinrich 10/1-10/7 order	**KOB**
Flight Dates:	10/01/12 - 10/07/12	Estimate:	12136	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	All	10/01/12	10/07/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	6	$75.00	6	0.00	NM	6	$450.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	MTWTF--	6	$75.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	All	10/01/12	10/07/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	5	$225.00	6	0.00	NM	5	$1,125.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	MTWTF--	5	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	All	10/01/12	10/07/12	NBC Nightly News NBC Nightly News	CM	M-F 530p-6p	MTWT---	:30	4	$225.00	6	0.00	NM	1	$225.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	MTWT---	4	$225.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
2	*All*	*10/01/12-10/07/12*	*NBC Nightly News*	M-F 530p-6p	MTWTh-----	*:30*	*~~($225.00)~~*	0.00	*NM*
Credited [Time Period not available]									
3	*All*	*10/01/12-10/07/12*	*NBC Nightly News*	M-F 530p-6p	MTWTh-----	*:30*	*~~($225.00)~~*	0.00	*NM*
Credited [Time Period not available]									
4	*All*	*10/01/12-10/07/12*	*NBC Nightly News*	M-F 530p-6p	MTWTh-----	*:30*	*~~($225.00)~~*	0.00	*NM*
Credited [Time Period not available]									

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	All	10/01/12	10/07/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	$300.00	6	0.00	NM	5	$1,500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	MTWTF--	5	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	All	10/01/12	10/07/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	5	$300.00	6	0.00	NM	5	$1,500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	MTWTF--	5	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	All	10/01/12	10/07/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	M------	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	All	10/01/12	10/07/12	Tuesday Prime A Tuesday Prime A	CM	Tu 7p-8p	-T-----	:30	1	$900.00	3	0.00	NM	1	$900.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	-T-----	1	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	All	10/01/12	10/07/12	Tuesday Prime B Tuesday Prime B	CM	Tu 8p-9p	-T-----	:30	1	$550.00	6	0.00	NM	1	$550.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	-T-----	1	$550.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	All	10/01/12	10/07/12	Wednesday Prime C Wednesday Prime C	CM	W 9p-10p	--W----	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	--W----	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	All	10/01/12	10/07/12	Thursday Prime A Thursday Prime A	CM	Th 7p-8p	---T---	:30	1	$550.00	6	0.00	NM	1	$550.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	---T---	1	$550.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	All	10/01/12	10/07/12	Friday Prime B Friday Prime B	CM	F 8p-9p	----F--	:30	1	$400.00	6	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	----F--	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	All	10/01/12	10/07/12	Friday Prime C Friday Prime C	CM	F 9p-10p	----F--	:30	1	$400.00	6	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	----F--	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
26	All	10/01/12	10/07/12		CM	M-F 10p-1035p	MTWTF--	:30	5	$400.00	6	0.00	NM	5	$2,000.00

Order / Rev: 167457
Alt Order #:
Flight Dates: 10/01/12 - 10/07/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/1-10/7 order
Estimate: 12136

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				News 4 @ 10p M-F News 4 @ 10p M-F										
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays MTWTF--	Spots/Week 5	Rate $400.00	Rating 0.00							
27	All	10/01/12	10/07/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	$400.00	6	0.00 NM	1	$400.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -----S-	Spots/Week 1	Rate $400.00	Rating 0.00							
28	All	10/01/12	10/07/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$400.00	6	0.00 NM	1	$400.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays ------S	Spots/Week 1	Rate $400.00	Rating 0.00							
29	All	10/01/12	10/07/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-TF--	:30	4	$75.00	6	0.00 NM	4	$300.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays MT-TF--	Spots/Week 4	Rate $75.00	Rating 0.00							
30	All	10/01/12	10/07/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	--W----	:30	1	$55.00	6	0.00 NM	1	$55.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --W----	Spots/Week 1	Rate $55.00	Rating 0.00							
31	All	10/01/12	10/07/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	--W-F--	:30	2	$75.00	6	0.00 NM	2	$150.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays --W-F--	Spots/Week 2	Rate $75.00	Rating 0.00							
N 32	All	10/01/12	10/07/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	---T---	:30	1	$200.00	3	0.00 NM	1	$200.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays ---T---	Spots/Week 1	Rate $200.00	Rating 0.00							
N 33	All	10/01/12	10/07/12	Friday Prime A Friday Prime A	CM	F 7p-8p	----F--	:30	1	$400.00	6	0.00 NM	1	$400.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays ----F--	Spots/Week 1	Rate $400.00	Rating 0.00							
N 34	All	10/01/12	10/07/12	News 4 Special Sa 5p-530 News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	$75.00	7	0.00 NM	1	$75.00
	Week:	Start Date 10/01/12	End Date 10/07/12	Weekdays -----S-	Spots/Week 1	Rate $75.00	Rating 0.00							
												Totals	92	$23,230.00

*Tax 1 Note: ABQ 7%.